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Signature: 

Registration No. 64,438

PATENT

DOCKET NO.: 1367-9

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : SMITH ET AL.  
SERIAL NO. : 10/089,126  
FILED : AUGUST 5, 2002  
TITLE : INTERACTIVE SYSTEM AND METHOD FOR VIEWING  
ONLINE ADVERTISING  
EXAMINER : DANIEL M. SORKOWITZ  
ART UNIT NO. : 3622

AMENDMENT IN REPLY TO NON-FINAL OFFICE ACTION

Commissioner for Patents  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the non-Final Office Action dated March 2, 2010, please amend  
the above-identified application as follows:

Amendments to the Claims are reflected on page 3 of this paper.

Remarks/Arguments begin on page 13 of this paper.